

Jenks | City Council Staff Report



To	Mayor Cory Box and City Council Christopher Shrout, City Manager
Hearing Date	June 23, 2026
Case Number	Downtown Master Plan Beck Design
Request	Recommendation of Adoption of the Downtown Master Plan
Applicant	City of Jenks

Staff Report	Preparer Marcaé Hilton
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Attachments	Preparer
☐ Downtown Masterplan	Beck Design
☐ Economic Development Study	Hunden
☐ Parking Study	Walter P. Moore

Background Information

The City of Jenks engaged Beck Design to lead the Downtown Master Plan, ensuring alignment with the City's mission, vision, and comprehensive land use strategy for the area between the railroad tracks and the Arkansas River along Main Street. Beck's team was tasked with focusing City resources on high-impact priorities identified through extensive public and stakeholder input. Their work integrated the community's historical character while outlining directives for future growth, guided by findings from the Hunden Partners *Market Demand, Financial Feasibility, and Economic Impact Analysis*, as well as insights from the *Downtown Jenks Masterplan-Parking Analysis* conducted by Walter P. Moore. The City of Jenks recognizes that the successful development of towns and cities is a collaborative process—one that depends on the collective efforts and contributions of many.

Summary of Timeline & Recommendation

Based on the provided timeline and project details, here is the summarized breakdown of the Jenks Downtown Master Plan milestones and recommendations.

- ✓ **October 1, 2024** | City Council | Contract Approved with Beck Design for the purpose of creating a Downtown Master Plan.
- ✓ **October 2024-February 2025** | Economic analysis, framework visioning, and alternative evaluations Completed on schedule.
- ✓ **February 2025-April 2025** | Framework and Concepts Setting the vision | Completed on schedule.
- ✓ **April 2025-May 2025** | Alternatives and Evaluation | Completed on schedule.

- ✓ **April 21, 2025** | Planning Commission | Presentation of Economic Development Report, by Hunden Partners
- ✓ **May 06, 2025** | City Council | Presentation of Economic Development Report, by Hunden Partners
- ✓ **PUBLIC OPEN HOUSES | 2025 (8)**
 - April 16, All Day | Jenks Herb and Plant Festival
 - May 14, 11:30am - 1:30pm | ARA LIVE (111 E. Main Street)
 - May 15, 7:30am - 9:30am | ARA LIVE (111 E. Main Street)
 - May 19, 11:30am - 12:30pm | Community Room at Jenks City Hall
 - May 20, 4pm - 6pm | Lobby/Vestibule at Jenks City Hall
 - May 31, All Day | Jenks America Food Truck Festival
 - June 2, 11:30am - 1:30pm | ARA LIVE (111 E. Main Street)
 - June 3, 4pm - 6pm in Lobby/Vestibule | Jenks City Hall
- ✓ **May 2025-July 2025** | Final Master Plan, Submitted to Staff for review and approval.
 - Final materials were completed on schedule but delayed by staff with additional requests to the consultant.
 - The documents have been received and are under review.
- ✓ **November 4, 2025** | City Council | Update presented by Beck Design
- ✓ **March 13-22, 2026** | *Reimagine Main Street: BLOCK BY BLOCK* | *Pop Up Main Street*

Special Acknowledgments:

- All trees and shrubs were provided for free by Springcreek Nursery on Riverside Drive (managed by Chad Roney).
- Plants were installed and maintained by City of Jenks Public Works staff,
- Flowers were planted, loved, and then replanted by Assistant Chief Melissa Brown, Communications Director Katie Butterfield, and Marcae Hilton.
- Special Thanks to the COJ employees that came early (4am) and stayed late to see the vision come to fruition.

Outdoor exhibit for 10 days in March of 2026, the City of Jenks Planning Department ran a pilot project in response to public feedback during the Downtown Master Plan process. During the original feedback process, the majority of participants showed a desire for reduced parking, different form of parking (parallel or similar) and/or no parking on parts of Main Street in Downtown Jenks. Before moving forward with recommendations to Jenks City Council, the Planning Department provided the public, as well as businesses in Downtown, the opportunity to experience what minimal and/or zero parking spaces may look and feel like on Main Street.

From March 13 to March 22, 2026, parking spaces from 1st Street to 2nd Street on Main Street were blocked by small trees and landscaping (drive lanes were still open). During the 10-day pilot program, Main Street businesses were asked to activate the extra space, provided within the parking stalls, with outdoor dining, shopping, and much more. The survey results were mixed with over 700 participants.

- ✓ **May 07, 2026** | Planning Commission | Presentation and recommendation.
- ✓ **June 23, 2026** | City Council | Presentation and potential adoption.

Recommendation: Staff and Planning Commission recommend adoption of the Downtown Masterplan.